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TRANSMITTAL FORM (to be used for all correspondence after initial filing)	Application Number	10/696,295	
	Filing Date	October 28, 2003	
	First Named Inventor	Lawrence Morrisroe, et al.	
	Art Unit	3622	
	Examiner Name	Yehdega Retta	
Total Number of Pages in This Submission	25	Attorney Docket Number	085804.010801

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Patent No.: 085804.011301

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No.: 10/696,295 **Group Art Unit** 3622
Applicant(s): Lawrence Morrisroe, et al **Examiner:** Yehdega Retta
Filing Date: October 28, 2003 **Customer No.:** 32361
Title: **METHOD AND SYSTEM FOR CREATING, SERVING AND TRACKING ADVERTISEMENTS**

Date: February 15, 2007

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